

DEVELOPMENT OF THE RESTAURANT BUSINESS IN THE CONTEXT OF GLOBALIZATION

The restaurant business is different from all other types of business. It is an industry that combines art and tradition, mechanisms of operation and the experience of marketers, service philosophy and the concept of forming a potential audience. From year to year, the restaurant business is rapidly progressing. There is a serious competition for customers. This is the factor that forces top managers to think not only through the basic strategy and style of the restaurant, but also the details that make the restaurant unique and distinctive. Restaurants play quite a significant role in human life. In addition to satisfying physiological needs for food, „going out“ to a restaurant has an important social function. A person doesn't need only to eat, but also to socialize. Restaurants are some of the few places where all the senses work to generate an overall feeling of satisfaction. Taste, vision, smell, and tactile senses come together in assessing the food, service, and atmosphere of the restaurant.

Globalization is now transforming the world into a single global market for goods and services, which in its turn makes the distinctions between the consumer and the producer disappear. Accordingly, for successful functioning of the restaurant industry in the context of globalization, it is necessary to constantly and timely conduct a study of market trends, as well as the development of strategic decisions that will contribute to the efficiency of the enterprise [1].

Consumers of restaurant services in a significant way are all residents and guests of the city. Modern life is unthinkable without a rest in a cozy cafe or restaurant. Employees of many businesses and organizations use the services of restaurants, cafes, buffets during the working day. In recent years, an increasing number of people choose restaurants of various levels and classes as a place for a banquet on the occasion of any festive events. New catering facilities constantly appear, varying both in size and the type of services provided.

The facilities of the restaurant business in Europe demonstrate the effectiveness of consumer research and the formation of their loyalty. As consumers became aware of their interest in improving quality of life and health care, the global restaurant industry immediately responded to these processes and focused on providing products meeting the concept of healthy food and environmental friendliness, which became the basis for sustainable development, rational use of resources and the invention of new flavors. In solving this problem a significant role was given to the informatization of the restaurant sphere (electronic payment through mobile applications, etc.), improvement of direct consumer contact with restaurant employees; individualization of consumer preferences; use of all kinds of diversity in the forms of service.

The following list of services can be referred to perspective trends in the development of the restaurant business in our country: providing Wi-Fi, the

development of special applications (they can find the nearest restaurant, book a table, see the menu, read customer reviews, etc.), the possibility of cashless payment, various discount and bonus cards.

To attract customers catering companies often diversify the range of services, such as food delivery, catering, cooking courses for adults and children, holding entertainment events, the services of a chef and waiters at home and more. Special menus offering breakfasts and business lunches on favorable terms are quite common.

In conclusion, the food industry plays a huge role not only in the economy, but also in everyone's life in general. Thus, the restaurant business is a perspective industry of development in the context of globalization.

Reference

1. *Горенбургов, М. А.* Экономика ресторанного бизнеса / М. А. Горенбургов, М. М. Хайкин. — М. : Академия, 2012. — 240 с.